



980 9TH STREET, SUITE 480
SACRAMENTO, CA 95814

JOB DESCRIPTION: Deputy Director - Marketing

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| Job Title: | Deputy Director-Marketing |
| Department: | Marketing and Advertising - Cooperative Marketing and Sponsorship - Travel Trade Development - Publications, Web Site, Fulfillment |
| Reports To: | Executive Director |
| Classification: | Regular, Full Time Exempt |
| Supervisory responsibility: | CTTC Staff and Contractors |
| Position Start Date: | Open |

Position Summary:

Under the direction of the Executive Director, Deputy Director-Marketing (DDM) is responsible for the planning, execution, reporting and management of advertising and marketing functions within the California Travel and Tourism Commission. The DDM will drive initiatives to meet commission goals and have the responsibility for promoting California as the premier travel destination. Areas of responsibility include but are not limited to: Marketing and Advertising, Cooperative Marketing and Sponsorship Development, Travel Trade Development, Publications, Consumer Outreach, Web site content development and Fulfillment.

Key Duties & Responsibilities:

Advertising and Marketing

- Works with the Executive Director, the CTTC Marketing Advisory Committee and the Advertising and Cooperative Marketing Sub-Committee on the planning, development, implementation and evaluation of the CTTC's marketing and advertising programs. Serves as liaison with the advertising agency to oversee the advertising campaign and related programs.
- Promotes strategic alliances and cooperative affiliations between tourism related businesses in furtherance of the marketing program including but not limited to niche activity promotions such as Golf California, ShopCalifornia, California Fun Spots, California Snow, DineCA, California Rewards, CA at the Movies, etc.
- Develops and implements national and international cooperative marketing relationships, campaigns, and promotions.
- Coordinates programs to expand tourism to lesser-known and under-utilized areas of California.
- Oversees the development and implementation of the domestic and international travel trade efforts.
- Oversees the coordination of sales missions, educational presentations and seminars, sales calls, representative offices, familiarization tours and other sales activities, as well as California's presence at national and international consumer and trade shows and exhibitions.
- Provides content for various reports and publications including but not limited to The Annual Marketing Plan, Year in Review, Insights, Newsletters and others as required.

Publications, Web site and Fulfillment

- Works with the Publications, Web site and Fulfillment Committee to continue to develop, implement and coordinate publications with advertising and promotional program elements; streamline fulfillment costs; and continuously improve Web site exposure for the travel industry of the state as well as the consumer world wide.

Communications/Outreach

- Represents California Tourism at events where travel and tourism is the topic, or where a travel and tourism representative is required.
- Evaluates, selects, prepares for, and attends meetings and conferences for tourism organizations and associations regionally and nationally.
- Researches and maintains current and up to date information on current trends with CTTC and hospitality industries.
- Attends local and community events on behalf of the CTTC.
- Holds active membership in affiliations as directed by the Executive Director.

Administration

- Supervises all aspects of advertising, marketing, publications, fulfillment, and travel trade development, including budgets; current staff, contractors and vendors; workflow; and dissemination of information to CTTC staff.

Experience and Skills

- Brand management and advertising, promotions, and marketing
- Demonstrated leadership roles in previous positions desirable
- Previous team management and supervision experience
- Excellent public presentation and interaction skills
- Ability to negotiate contracts
- Fundraising experience and knowledge highly desirable
- Strong communication experience desirable
- Board governance, management and membership experience highly desired
- Ability to work with government agencies and other investors as part of collaborative relationship in meeting organizational mission and performance objectives
- Interagency networking with all tourism related entities both locally, domestically and internationally

Other Qualifications and Requirements

- At least 10 years experience in a similar industry position or consumer product marketing
- Proven tourism marketing success in related position not required but preferred
- Consensus building skills
- Bring industry experience and contacts to the position not required but preferred

Compensation

In addition to salary, CTTC offers medical, dental, vision, disability, sick and vacation leave, and a 401k plan.

How to Apply

Please send your cover letter and resume by email to Tracy Garrett, Finance Manager/HR, at tgarrett@cttc1.com, prior to May 15, 2006.